

CLEVELAND PUBLIC LIBRARY
BUSINESS INF. BUR.
CORPORATION LIBRARY

MAR 12 1934

NO OF TAKEN AWAY

ANNUAL REPORT TO STOCKHOLDERS



1933

*MRB
Corp. file*

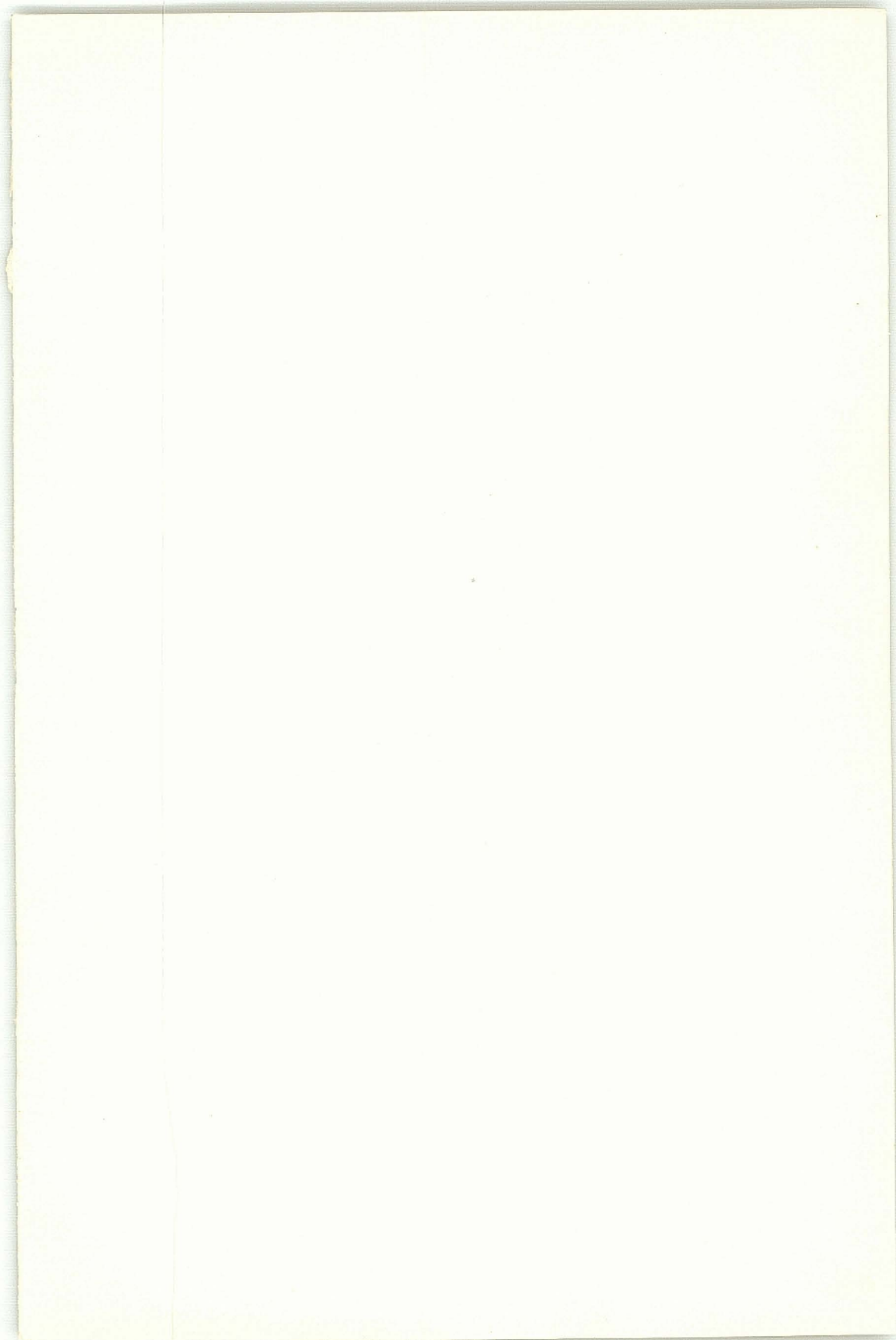
THE COCA-COLA COMPANY

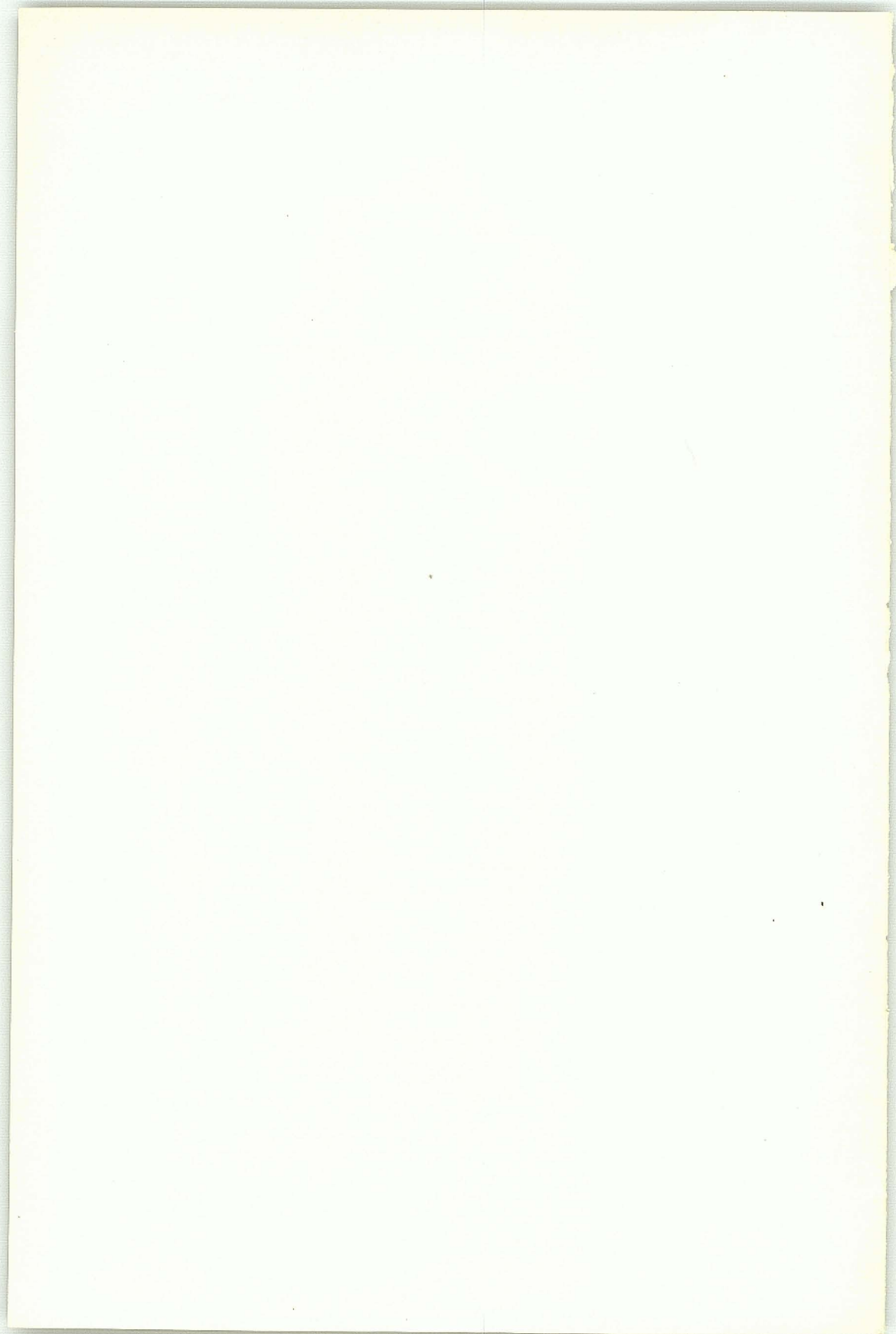
BOARDS

324.18

C6421



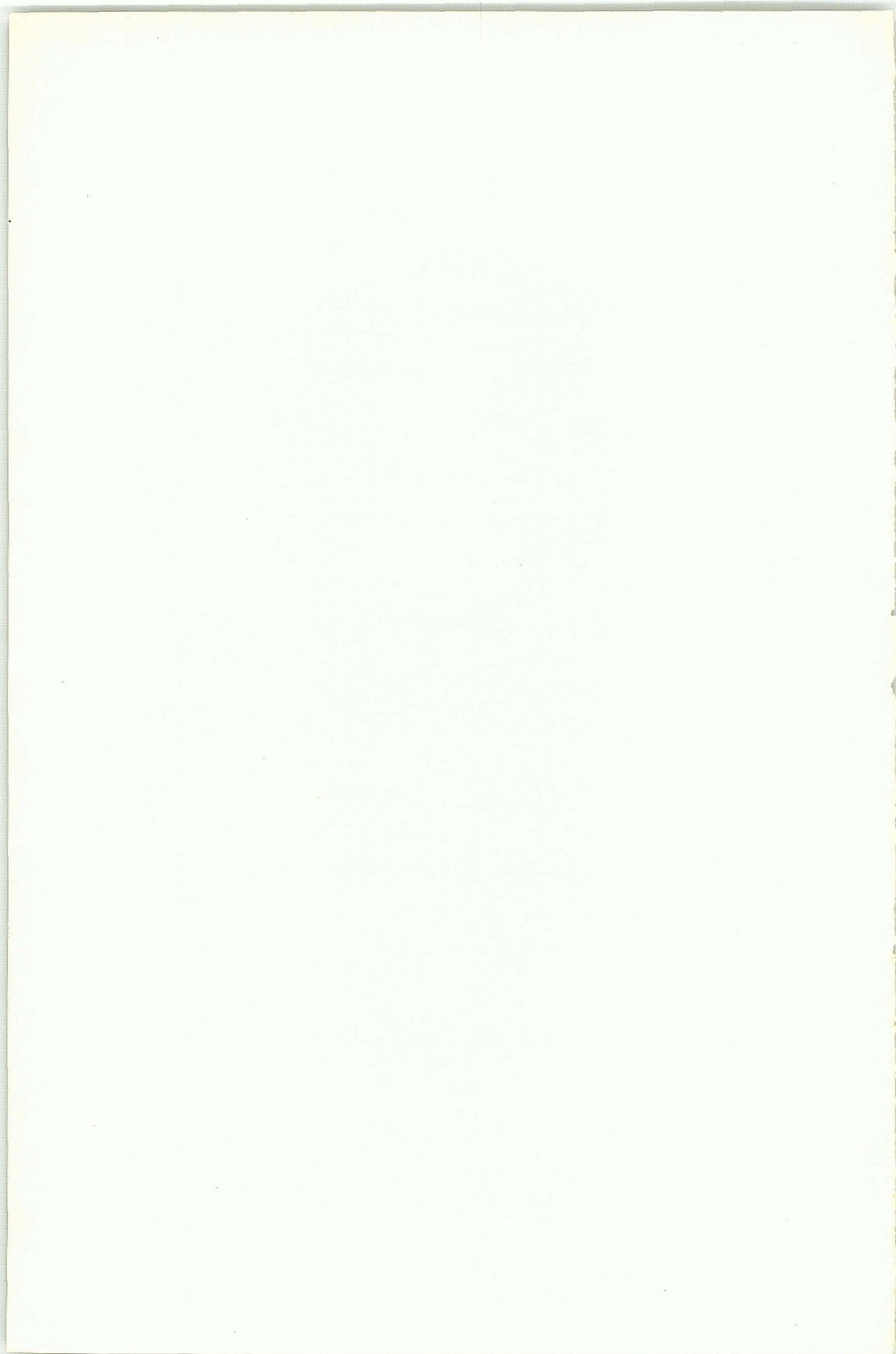




The
COCA-COLA COMPANY
AND SUBSIDIARIES

ANNUAL REPORT
TO THE
STOCKHOLDERS
FOR THE YEAR
1933

February 28th, 1934



THE COCA-COLA COMPANY

WILMINGTON, DELAWARE

TO THE STOCKHOLDERS OF
THE COCA-COLA COMPANY:

The Company's net earnings, applicable to common stock, after taxes, preferred dividends and all charges, were \$8,819,753.36 for the year 1933, compared with \$8,676,482.61 for 1932.

Of special interest is the sustained upward sales trend which began in the middle of the year.

The acquisition early in the year of the entire capital stock of the parent bottling company, operating in nine southern states, known as The Coca-Cola Bottling Company, has proved a constructive step.

In keeping with the established policy of conducting certain phases of its business through wholly owned subsidiaries, the remaining major operating departments of the company were separately incorporated at the close of 1933, giving them the same relationship to this company as exists between it and other wholly owned subsidiaries. This results in essentially all of the operating functions of The Coca-Cola Company being carried on through subsidiary companies, which simplifies and improves operations.

The vigorous advertising and sales effort heretofore maintained will be continued.

A statement of 1933 operations and balance sheet of the company and its subsidiaries are attached.

Respectfully submitted,

R. W. WOODRUFF,
President.

February 28th, 1934.

5 JUN 1935 JC

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company and Its Subsidiaries

December 31, 1933

ASSETS

CURRENT:

Cash on deposit and placed on call	\$ 3,653,021.05	
Governmental securities—Including United States, Canada and Municipal— (At cost)	566,217.95	
Notes receivable	36,339.78	
Accounts receivable	1,296,246.57	
Inventory — Merchandise including sugar stored in bonded warehouses— (Priced at lower of cost or market)	8,982,632.94	\$14,534,458.29

INVESTMENT IN COMPANY'S OWN STOCK:

327,820 Shares—Class "A"—At cost	\$16,255,342.72	
4,100 shares—Common—At cost	374,711.72	16,630,054.44

OTHER ASSETS:

Sundry notes and accounts receivable	\$ 931,714.71	
Miscellaneous investments and deferred charges	547,732.00	1,479,446.71

PERMANENT:

Land	\$ 1,291,899.99	
Buildings	\$5,171,738.77	
Machinery and Equipment	3,802,656.62	
Bottles and cases	677,770.98	
	<u>\$9,652,166.37</u>	
Less: Allowance for depreciation	4,233,338.04	5,418,828.33
		6,710,728.32

FORMULAE, TRADE-MARK AND GOOD WILL:

(Increased due to acquisition of additional subsidiaries)	29,539,375.67	
	<u>\$68,894,063.43</u>	

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company and Its Subsidiaries

December 31, 1933

LIABILITIES

CURRENT:

Accounts payable	\$ 1,194,402.79	
Accrued accounts	205,455.24	\$ 1,399,858.03

RESERVES:

For current income taxes.....	\$ 2,215,442.42	
For contingencies and miscellaneous operations.....	7,160,427.80	9,375,870.22

NOMINAL

CAPITAL STOCK:

Class "A"—1,000,000 shares—	
No par value.....	\$ 5,000,000.00
Common—1,000,000 shares—	
No par value.....	25,000,000.00
	<u>\$30,000,000.00</u>

PROFIT AND LOSS—SURPLUS:	<u>28,118,335.18</u>	58,118,335.18
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\$68,894,063.43

CONSOLIDATED STATEMENT OF OPERATIONS

The Coca-Cola Company, and Its Subsidiaries

Year Ended December 31, 1933

GROSS OPERATING PROFIT:		\$21,778,564.54
Expenses—Selling, branch, administrative and general.....		8,651,198.31
NET OPERATING PROFIT.....		<u>\$13,127,366.23</u>
Other deductions:		
Sundry other deductions.....\$	541,143.65	
Less: Other income.....	232,921.40	308,222.25
NET PROFIT BEFORE INCOME TAXES.....		\$12,819,143.98
Reserve for income taxes.....		<u>1,980,150.62</u>
NET PROFIT		<u><u>\$10,838,993.36</u></u>

PROFIT AND LOSS—SURPLUS ACCOUNT

BALANCE—December 31, 1932.....		\$25,548,581.82
Net profit from operations for year ended		
December 31, 1933.....		<u>10,838,993.36</u>
		<u>\$36,387,575.18</u>

Deductions:

Dividends paid in cash:

CLASS "A":

June 29, 1933...\$1,500,000.00

Less: Dividend

on stock owned

by Company... 490,380.00 \$1,009,620.00

Dec. 30, 1933...\$1,500,000.00

Less: Dividend

on stock owned

by Company..... 490,380.00 1,009,620.00 \$2,019,240.00

COMMON:

March 30, 1933.....	\$1,750,000.00		
June 29, 1933.....	1,500,000.00		
September 29, 1933.....	1,500,000.00		
December 30, 1933.....	1,500,000.00	6,250,000.00	8,269,240.00
BALANCE—DECEMBER 31, 1933.....			<u><u>\$28,118,335.18</u></u>

ERNST & ERNST
ACCOUNTANTS AND AUDITORS
SYSTEM SERVICE

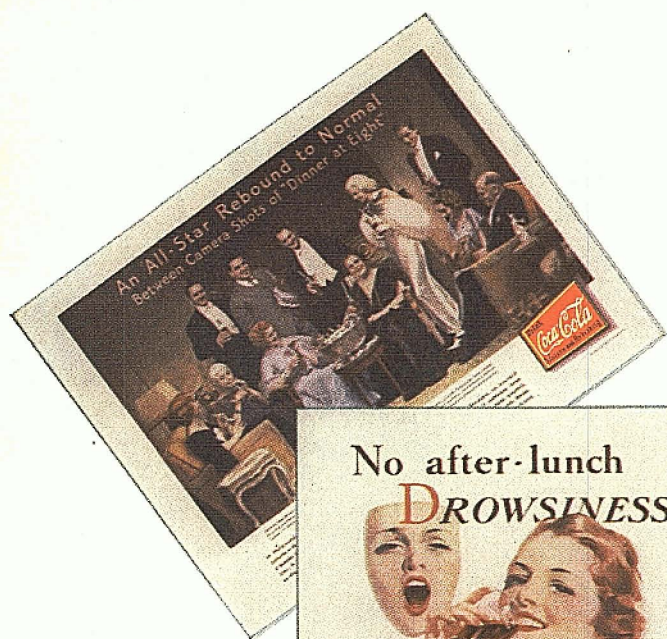
February 14, 1934.

We Hereby Certify:

That we have audited the books of account and record of THE COCA-COLA COMPANY, and its domestic subsidiaries, as at December 31, 1933, and based on our examination and information obtained by us; the audit of The Coca-Cola Company of Canada, Limited, as reported by Messrs. Clarkson, Gordon, Dilworth, Guilfoyle & Nash, Canadian Chartered Accountants; and statements submitted to us by the Company of certain foreign subsidiaries which in the aggregate are relatively small; it is our opinion that the annexed consolidated condensed balance sheet sets forth the financial condition of the combined Companies at the date named, and the relative Statements of Operations and Profit and Loss—Surplus reflect the result of operations for the year.

ERNST & ERNST,
Public Accountants and Auditors.

Magazine & Advertising



No after-lunch DROWSINESS

When you feel drowsy during the afternoon, it's a warning sign that you need a refreshment. A refreshing drink is the best way to get back to normal. A Coca-Cola is the perfect choice. It's a very palatable blend of drink—refreshing, clean, pleasant, delicious—exactly what you need when you feel drowsy. It's the only refreshment you can take without any harmful side effects. It's a drink that gives you a good start when you need it.

Back to work with a fresh start

REFRESHED for the CAMERA

Diana Wynne Jones
"The most refreshing
beverage in the world"

*to normal
of, thirsty face*

Coca-Cola
refreshes and refreshes

Snap out of afternoon DROWSY TIME

**You yawn. You're tired.
...And you lag in your work.**

Take a moment for an old-fashioned Coca-Cola, and you'll be back to normal. A Coca-Cola is a very palatable blend of drink—refreshing, clean, pleasant, delicious—exactly what you need when you feel drowsy. It's the only refreshment you can take without any harmful side effects. It's a drink that gives you a good start when you need it.

*Refresh yourself
Bounce back to normal*

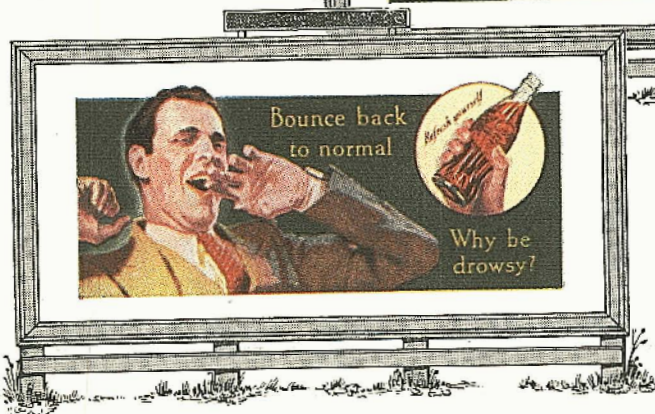
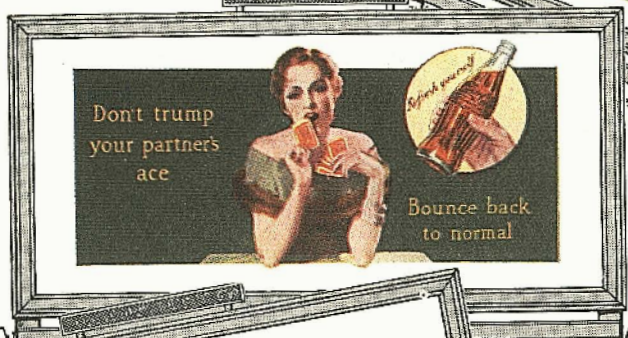
AWAY with a TIRED THIRSTY FACE

**Refresh yourself
and be alert
Bounce back to normal**

Coca-Cola
refreshes and refreshes

*to normal
of, thirsty face*

and Poster g in 1933



U. S. Distribution System

1933



SYRUP MANUFACTURING PLANTS



WAREHOUSES



FOUNTAIN SYRUP WHOLESALERS



BOTTLERS



107,000 SODA FOUNTAINS



900,000 BOTTLE OUTLETS

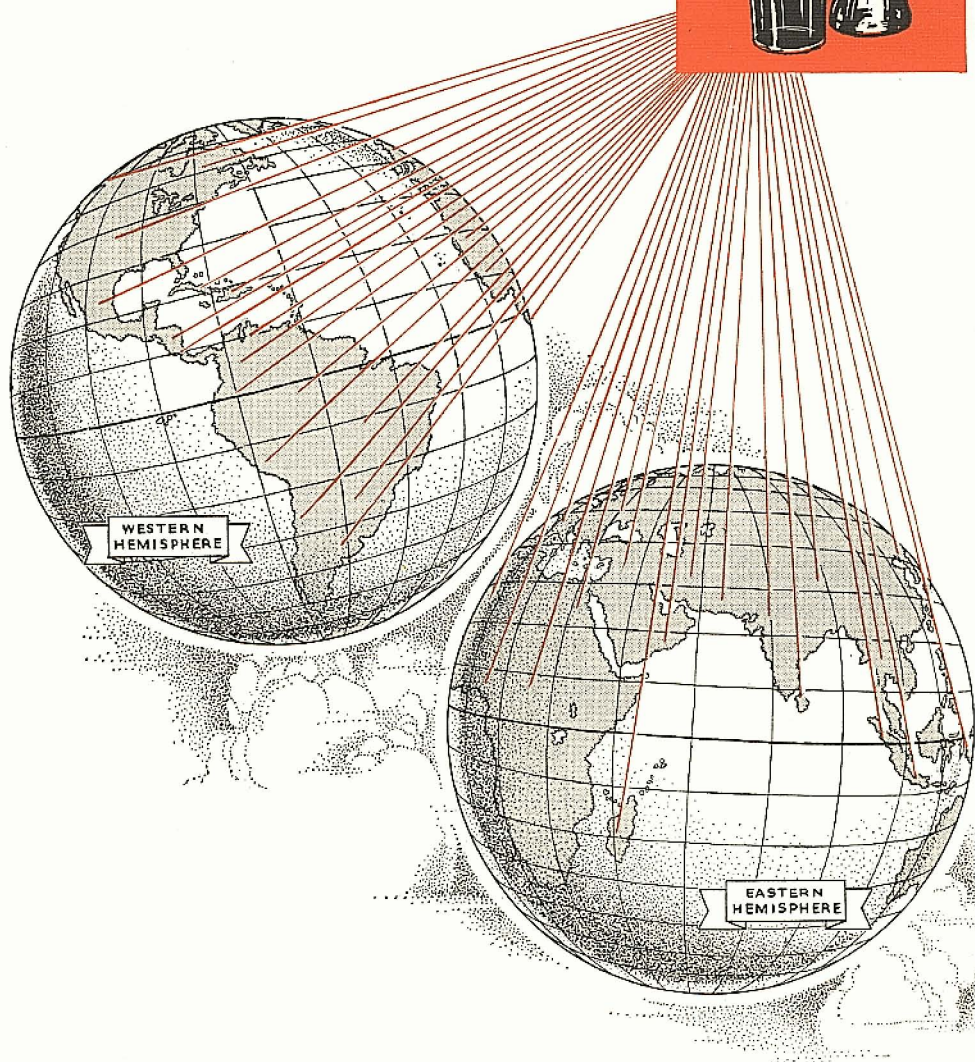
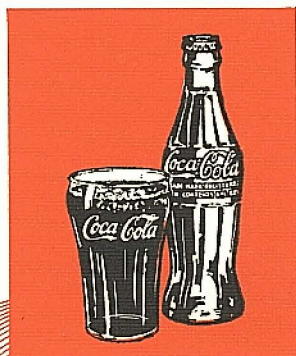


MILLIONS OF DRINKS CONSUMED DAILY

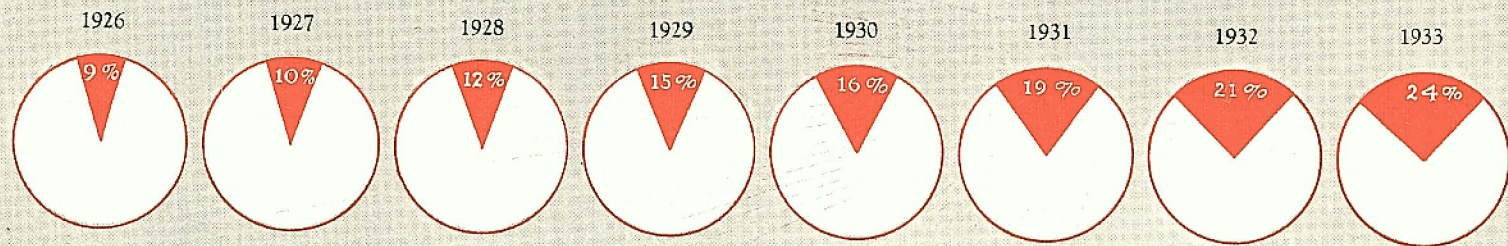
World-Wide Distribution

Coca-Cola

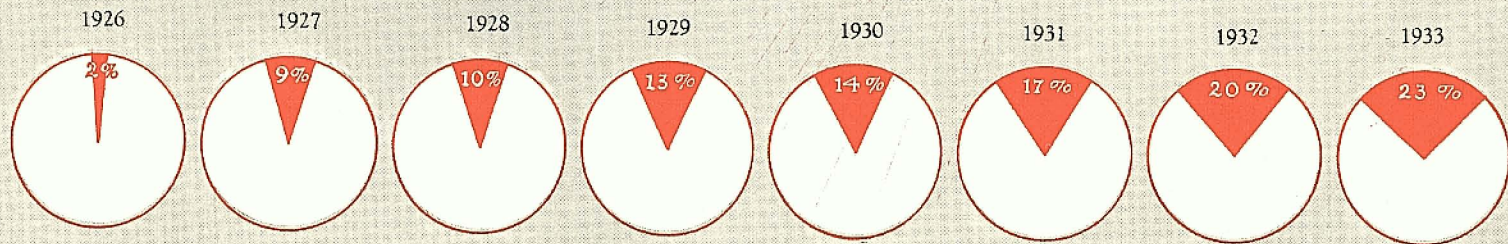
is Sold in the United States
and 76 Foreign Countries



Relation of Subsidiary Sales to Total Sales



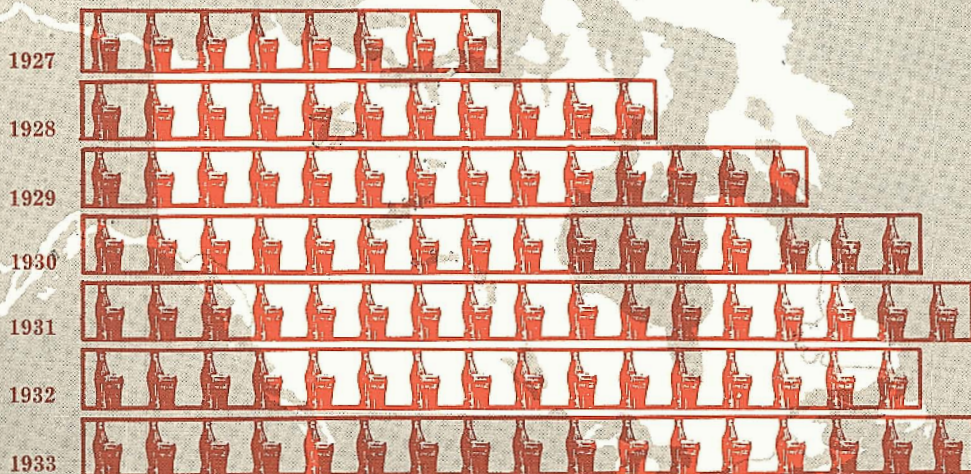
Relation of Subsidiary Profits to Total Profits



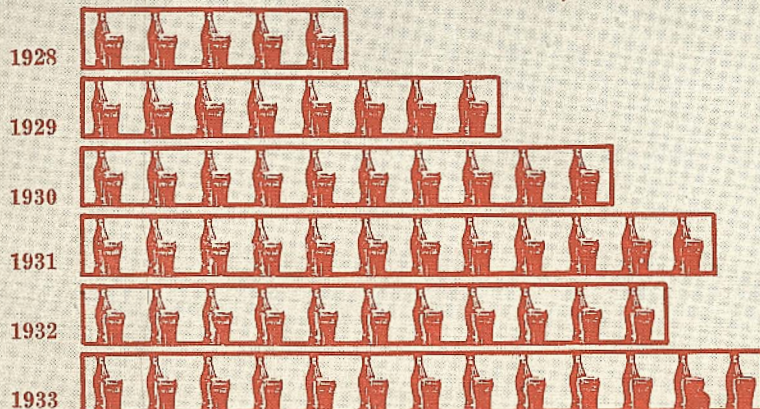
Export Sales



Canadian Sales



Other Subsidiary Sales



NOTE: The above charts only reflect trend of growth and are not comparable with each other.

EXECUTIVE OFFICERS AND DIRECTORS of THE COCA-COLA COMPANY

December 31st, 1933

W. C. BRADLEY.....	<i>Chairman Board Directors</i>
R. W. WOODRUFF.....	<i>President</i>
HARRISON JONES.....	<i>Executive Vice-President</i>
A. A. ACKLIN.....	<i>Vice-President</i>
W. P. HEATH.....	<i>Vice-President</i>
HAROLD HIRSCH.....	<i>Vice-President</i>
H. R. HORSEY.....	<i>Vice-President</i>
EUGENE KELLY.....	<i>Vice-President</i>
C. V. RAINWATER.....	<i>Vice-President</i>
JOHN A. SIBLEY.....	<i>Vice-President</i>
S. F. BOYKIN.....	<i>Secretary and Treasurer</i>
W. G. LAMB.....	<i>Assistant Secretary and Assistant Treasurer</i>
ROY S. JONES.....	<i>Assistant Secretary and Assistant Treasurer</i>
FRANK TROUTMAN.....	<i>Assistant Secretary and Assistant Treasurer</i>
J. C. WEEKLEY.....	<i>Assistant Secretary</i>

DIRECTORS

W. C. Bradley.....	Columbus, Ga.	J. P. Illges.....	Columbus, Ga.
J. B. Campbell.....	Atlanta, Ga.	T. Cartter Lupton, Chattanooga, Tenn.	
Chas. H. Candler.....	Atlanta, Ga.	Winship Nunnally.....	Atlanta, Ga.
W. C. D'Arcy.....	St. Louis, Mo.	Chapman J. Root.....	Terre Haute, Ind.
Samuel C. Dobbs.....	Atlanta, Ga.	E. W. Stetson.....	New York, N. Y.
T. K. Glenn.....	Atlanta, Ga.	Walter C. Teagle.....	New York, N. Y.
Charles Hayden.....	New York, N. Y.	D. A. Turner.....	Columbus, Ga.
Harold Hirsch.....	Atlanta, Ga.	C. A. Wickersham.....	Atlanta, Ga.
Lindsey Hopkins.....	Atlanta, Ga.	Ernest Woodruff.....	Maidens, Va.
	R. W. Woodruff.....		Atlanta, Ga.

EXECUTIVE COMMITTEE

W. C. Bradley, Chairman	T. K. Glenn
J. B. Campbell	E. W. Stetson
Chas. H. Candler	Ernest Woodruff
W. C. D'Arcy	R. W. Woodruff

GENERAL COUNSEL

Harold Hirsch and Marion Smith, Atlanta, Ga.

ASSOCIATE GENERAL COUNSEL

Spalding, MacDougald & Sibley, Atlanta, Ga.

TRANSFER AGENTS

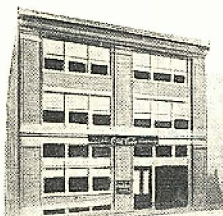
GUARANTY TRUST COMPANY
New York, N. Y.

TRUST COMPANY OF GEORGIA
Atlanta, Ga.

REGISTRARS

CHASE NATIONAL BANK
New York, N. Y.

THE FIRST NATIONAL BANK OF ATLANTA
Atlanta, Ga.



NEW YORK



ATLANTA



SANTIAGO



LOS ANGELES

Coca-Cola

Branch Offices and Manufacturing Plants

Atlanta Chicago Los Angeles New Orleans
Baltimore Dallas New York



DALLAS



NEW ORLEANS

Warehouses
Beaumont, Texas Little Rock, Ark. Pittsburgh, Pa.
Birmingham, Ala. Memphis, Tenn. Portland, Ore.
Boston, Mass. Miami, Florida Salt Lake City, U.
Corpus Christi, Tex. Minneapolis, Minn. San Antonio, Tex.
Denver, Colorado Monroe, La. Tampa, Fla.
Houston, Texas Nashville, Tenn. Tulsa, Okla.
Jacksonville, Fla. Oklahoma City Wichita, Kans.
Kansas City, Mo. Philadelphia, Pa.



TORONTO



MONTREAL

THE COCA-COLA COMPANY
of CANADA, Ltd.

HEAD OFFICES—TORONTO

Branch Offices and Manufacturing Plants
Montreal Toronto Vancouver Winnipeg



WINNIPEG



VANCOUVER

Bottling Plants
Belleville Montreal Windsor Quebec
Brandon Hamilton Ottawa Regina
Calgary Kingston Peterboro Saskatoon
Edmonton London Vancouver Winnipeg
Toronto Fort Arthur
Niagara Falls, Ontario



HAVANA

Havana

CUBA

Santiago



CHICAGO



BALTIMORE

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